

COUNTY OF YORK

MEMORANDUM

DATE: August 31, 2004 (PC Mtg. 9/8/04)

TO: York County Planning Commission

FROM: Amy M. Parker, Senior Planner

SUBJECT: Application Nos. ZM-89-04, Williamsburg Furniture and UP-647-04, Holiday Chevrolet-Cadillac, Inc.

ISSUE

Application No. ZM-89-04 seeks to amend the York County Zoning Map by reclassifying approximately 10,149 square feet of land located off of the south side of Second Street (Route 162) at the southwest quadrant of Second Street and Merrimac Trail (Route 143) from R13 (High-Density Single-Family Residential) to GB (General Business). The property is addressed as 537A Second Street and is further identified as Assessor's Parcel No. 10-16. The parcel contains the rear portion of the Williamsburg Furniture building.

Application No. UP-634-04, which is contingent on the approval of Application No. ZM-89-04, is a request, pursuant to Section 24.1-306 (Category 12, No. 5(b)) of the York County Zoning Ordinance, to authorize expansion of an existing motor vehicle sales and service facility located at 543 and 539 Second Street and identified as Assessor's Map Nos. 10-19 and 10-18. The properties are zoned GB (General Business) and are located at the southwest quadrant of the intersection of Second Street and Merrimac Trail. The property at 539 Second Street (formally The Greener Side garden center) is the subject of an active zoning violation notice for unlawful storage of motor vehicles associated with the applicant's sales operation.

DESCRIPTION

- **Property Owners:** Daniel S. Jones (Parcel No. 10-16)
Hudgins Brothers LLC (Parcel No. 10-18)
Holiday Oldsmobile-Cadillac (Parcel No. 10-19)
- **Location:** 537A, 539 and 543 Second Street (Route 162)
- **Area:** Rezoning: 10,149 square feet
SUP: 5.15 acres
- **Frontage:** Parcel No. 10-16: No frontage
Parcel Nos. 10-18 and 10-19: approximately 484 combined feet on Second Street
- **Utilities:** Public water and sewer
- **Topography:** Flat

- 2015 Land Use Map Designation: General Business
- Zoning Classification: Parcel No. 10-16: R13 - High-Density Single-Family Residential
Parcel Nos. 10-18 & 10-19: GB – General Business
TCM – Tourist Corridor Management overlay
- Existing Development: Parcel No. 10-16: Furniture store
Parcel No. 10-18: Vacant garden center
Parcel No. 10-19: Motor vehicle sales and service
- Surrounding Development:

North: Motor vehicle repair, Hardee's restaurant beyond Second Street,
shopping centers beyond Merrimac Trail
East: Restaurant, hotel
South/West: Middletowne Farms single-family residential subdivision
- Proposed Development: Expansion of existing motor vehicle sales and service
operation on Parcel Nos. 10-18 and 10-19; no change in use on Parcel No. 10-16.

CONSIDERATIONS/CONCLUSIONS

1. The applicant has owned and operated a car dealership, Holiday Chevrolet-Cadillac, in the same location for approximately 20 years. They have recently purchased the adjacent parcel to the west, formally occupied by The Greener Side garden center, for the purpose of expanding the vehicle service/repair facility and providing additional room for the storage and display of vehicles for sale. The property is zoned GB, and since auto sales and service now requires a special use permit in this district, the dealership use is considered a conforming special use (Section 24.1-115(c)(4)). Expansion of the existing business and the establishment of the motor vehicle sales and service use on the former garden center parcel both require a new use permit.
2. Parcel No. 10-16 (rear of Williamsburg Furniture parcel), proposed for rezoning from R13 to GB, abuts the northernmost parcel (Parcel No. 10-18) that is the subject of the SUP request (former garden center site). The purpose of the rezoning request is to eliminate the 35-foot transitional buffer requirement that would be imposed along the northern property boundary of Parcel No. 10-18 if the zoning of Parcel No. 10-16 were to remain R13. The current zoning line actually bisects the Williamsburg Furniture building between the R13 and GB districts, and the rezoning would serve to properly locate the entire building and use completely within the commercial zone.
3. The SUP application covers two parcels: the 3.86-acre parcel containing the existing motor vehicle sales and service operation (Parcel No. 10-19) and the 1.29-acre abutting parcel that formally contained The Greener Side garden center (Parcel No. 10-18). The applicant's sketch plan indicates that Parcel No. 10-18

would be used as an approximately 44,000-square foot parking area for display of motor vehicles for sale. The buildings previously occupied by the garden center would be demolished. Proposed changes to Parcel No. 10-19 include an approximately 18,600-square foot addition to the existing 17,700-square foot building (36,300 square foot total) and the redesign of existing vehicle parking, storage and display areas surrounding the building.

4. The front portions of the two properties subject to the SUP application are located within the Tourist Corridor Management (TCM) overlay district. According to Section 24.1-375 of the Zoning Ordinance, the TCM regulations “are designed and intended to protect the aesthetic and visual character of the transportation corridors leading into and through the designated historic districts of Williamsburg and Yorktown,” and “Primarily this overlay district is intended to provide a positive visual experience for those visitors coming into and through the county.” This overlay district emphasizes enhanced landscaping as well as quality architectural design. With the exception of the frontage of Parcel No. 10-19 (existing vehicle sales facility), the applicant’s proposed plan indicates landscaping that meets minimum Ordinance standards for landscape yards and required parking areas. A minimum of 10% of required parking areas (non-display areas) must be landscaped within the TCM area of the parcels. Under current Ordinance standards, a 20-foot landscape yard is required across the front of Parcel No. 10-19. This area of the parcel has been used for vehicle display prior to the establishment of current front yard requirements for the GB district. However, in consideration of the fact that this is a TCM area, staff is recommending that three additional landscape islands each sized equivalent to a standard parking space be installed at each end and in the middle of the 220-foot row of parking spaces across the front of the parcel. A proposed approval condition addresses this issue.

Currently there are two nonconforming freestanding signs located within the Second Street right-of-way; the dealership identification sign and a directional/identification sign for the dealership’s service and repair facility. TCM regulations require all freestanding signage to be monument style, and staff is recommending all freestanding signage on the site be brought into compliance with current Ordinance regulations (i.e., located on-site and monument style). The monument identification sign could easily be placed within the central landscape island in the front row of display parking spaces mentioned above. A proposed approval condition addresses this issue.

The applicant has submitted architectural renderings of the proposed building expansion. Façade treatment would match the existing split-face masonry block used on the existing building. TCM standards discourage “long, monotonous façade designs,” and elevations for the building additions include horizontal and vertical brick detailing that serves to visually partition the long face of the additions.

The applicant has been parking and displaying vehicles for sale within the public right-of-way in front of the existing sales building prior to establishment of

performance standards prohibiting parking, storage or display of vehicles in public right-of-way areas (Section 24.1-475(h)) under an annual lease agreement with Virginia Department of Transportation (VDOT). Given that the property is located within the TCM and that the applicant would be gaining substantial new parking/storage/display areas with the requested SUP, staff is recommending that the property be brought into compliance with current standards by permanently removing vehicles parked, stored or displayed within the right-of-way. A proposed approval condition addresses this issue.

5. The County Regional Bikeway Plan calls for a shoulder bike lane the length of Merrimac Trail. In accordance with Section 24.1-256(d) of the Zoning Ordinance, staff is recommending an approval condition requiring a shoulder bikeway along that portion of the frontage of Parcel 10-19 east of the Second Street/Merrimac Trail intersection. A proposed approval condition addresses this issue.
6. VDOT staff recommended that the existing vehicular connection between the Williamsburg Furniture parcel and the former garden center parcel be eliminated, and access for the expanded vehicle sales and service use be restricted to the two driveways in front of the existing building on Parcel No. 10-19. The applicant's proposed plan demonstrates compliance with this requirement and landscaping is shown along the entire side yard on the garden center parcel abutting the Williamsburg Furniture parcel.
7. The parcels subject to the SUP and rezoning requests abut residentially zoned properties at their rear (southerly) borders. Accordingly, a type 35 transitional buffer is required between the commercial and residential zoning districts. As all abutting properties are developed, the applicant would be required to provide one-half of the required buffer (17.5 feet). The applicant is proposing parking and an access aisle behind the rear of the existing building. In accordance with Section 24.1-475(a), a 35-foot screened setback is required between any parking/access aisle associated with a motor vehicle use and any abutting residential district. The applicant has shown a 35-foot landscaped area parallel to the rear property boundary of the parcels subject to the SUP. Staff is recommending existing trees and shrubs in this area be preserved and supplemented with evergreen plantings and opaque fencing to afford screening for the adjacent residential development. A proposed approval condition addresses this issue. Screening requirements for the parcel to be rezoned would be imposed at time of any future development on the parcel.

RECOMMENDATION

Based on the above noted considerations and conclusions, staff recommends that the Commission adopt proposed Resolution No. PC04-26 to forward the reclassification application to the Board of Supervisors with a recommendation of approval. In addition, staff recommends that the Commission adopt proposed Resolution No. PC04-27 to forward the Special Use Permit application for the to the Board with a recommendation for approval.

AMP

Attachments

- Zoning Map
- Existing conditions plan
- Concept Plan
- Applicant's Project Narrative
- Elevation of expanded motor vehicle sales building (submitted by applicant)
- Letter from Virginia Department of Transportation dated August 20, 2004
- Proposed Resolution No. PC04-26
- Proposed Resolution No. PC04-27